

# Transportation Demand Management Plan for Downtown Columbia

Multimodal Transportation Board Meeting

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# What is Transportation Demand Management?



Transportation Demand Management (TDM) is moving people, not vehicles, creating a more efficient use of our roadways.

This results in less traffic congestion, better air quality, and even happier, healthier communities.

Products and services include encouragement to use alternatives to the single-occupant vehicle (SOV) such as ridesharing (carpools and vanpools), taking transit, riding bikes, and walking.

Alternatives to commuting such as compressed work weeks, flextime, and telecommuting, as well as parking management tactics such as preferential parking for carpools and parking pricing are also effective TDM strategies.

That's a long way of saying it's about providing and encouraging Transportation Options for those who want them.

# Howard County's TDM Program





## THE DOWNTOWN COLUMBIA PLAN

30 YEAR PLAN

391 ACRES

14 MILLION NEW SF

6,250 RESIDENTIAL UNITS

4.3 MILLION SF OFFICE

1.25 MILLION SF RETAIL

640 HOTEL ROOMS

Downtown Columbia is in the midst of a multiple-decade transformation to become a mixed-use community.

# Downtown Columbia Partnership

- ▶ The Downtown Columbia Plan, unanimously adopted by the Howard County Council in 2010, outlines the ambitious goals and aspirations of this long-awaited redevelopment.
- ▶ A component of the plan, the Downtown Columbia Partnership, was established in 2013 to lead the promotion and advance the growth of Downtown Columbia.



P A R T N E R S H I P



**FUNDING**



EVENTS

## Downtown Columbia - Sustainability and the Environment

LEED Silver Certification Targeted on All  
New Buildings

Metropolitan - LEED Silver achieved  
TEN.M - LEED Silver achieved  
m.flats - LEED Silver achieved  
One Merriweather - LEED Silver achieved  
Two Merriweather - LEED Silver target  
(in certification process)  
6100 Merriweather - LEED Silver or Gold  
anticipated





# TDM and Downtown Columbia

- ▶ In addition to the formation of the Downtown Columbia Partnership, the Downtown Columbia Plan includes TDM as one element of the overall approach to managing Downtown Columbia's growth.
- ▶ The traffic study that accompanied the Downtown Plan assumed a trip generation reduction of 15 percent at full buildout with TDM implementation.
- ▶ The new administration requested we strengthen the 2018 TDMP.
- ▶ DTCP brought on Foursquare ITP for a collaborative revision process.



# TDMP Revision Process

## Peer Review

- Fairfax County, VA; Lexington, MA; Boulder, CO; Bloomington, MN

## Draft Recommendations (Internal Workshop)

## Stakeholder and Public Involvement

- County Council
- Multimodal Transportation Board
- Web Survey
- Pop-up outreach events
  - Corporate Row; MedStar/Pearson; Whole Foods; Mall
- Stakeholder Workshop

## Final TDMP

# Draft TDMP Workgroup Recommendations

Type of Program: Negotiated Point System, Potential to Shift to Performance Based

Measure Selection: Size & Type of Development; lives for life of building/use

Applicable Development: Within Bounds of Downtown Columbia, stakeholders to include HCC & HCGH

Funding: CEPPA fees through DTCP

Monitoring: First year after property is built, then every two years thereafter

# Next Steps

## ▶ Public Involvement

- ▶ Website
- ▶ Social Media Outreach
- ▶ Web Survey Available from Dec. 7th to Jan. 6<sup>th</sup>
- ▶ Survey will also be conducted at Pop-Up Events:
  - ▶ The Mall at Columbia (Dec. 7<sup>th</sup>)
  - ▶ 10960 Grantchester Way (Dec. 11<sup>th</sup>)
  - ▶ 10480 Little Patuxent Parkway (Dec. 12<sup>th</sup>)
  - ▶ 11000 Broken Land Parkway, (TBD, if necessary)
  - ▶ DTCP Festive Friday events

## Opinions Wanted!



As Downtown Columbia grows, help us identify strategies to reduce the number of trips made, move more people in the same amount of roadway space & spread the travel demand across more hours of the day to take advantage of space and capacity.





Questions?